



NETWORK NEWS2024

Home of Young PR, Marketing and
Media Professional of the Year
Charlie Hunt

ISSUE 17

THIS ISSUE

**IN BRIEF
& IN PICTURES**

PROJECT NEWS

FEATURES

CREATIVE TALK

**PRIZE DRAW
& NEW FACES**

& FINALLY

2

3

4

5

6

7

The front cover features our own Charlie Hunt collecting her award for Young PR, Marketing and Media Professional of the Year.

IN BRIEF

Thank you for opening the 17th issue of Network News!

This year has flown by - read on for some snippets of what we've been up to, and be sure to visit our new look website for our 'Best of '24' anthology.

This year in packaging we've had the pleasure of working on a rebrand for Eyelash Emporium, range redesign for Nizoral, and a new rim block format for Zoflora.



IN PICTURES

2024 began with a bang when our Account Manager Charlie was crowned Young PR, Marketing and Media Professional of the Year at the Insider Yorkshire Young Professionals Awards in February. On a slightly more irreverent note, we couldn't omit the below pic of the team taking on (and conquering) the Otley Run for the second year in a row.



PROJECT NEWS

3



HARIBO AT HAMLEYS

We had the pleasure of receiving a rather magical brief from new client Haribo for a festive brand activation at the famous Hamleys toy store.

With several options presented as 3D concept visuals, the below proposal for a traditional sweet cart was selected. The experiential installation invited guests to fill their own clear bauble with sweets, finished with ribbon and tag to create the perfect Haribo gift of Christmas happiness.

Our display partners utilised cardboard engineering to customise a wooden cart and navigated heavily restricted access to deliver and install it at Hamleys for their Christmas window reveal. The modular kit folds down for ease of transportation and will be used at future events.



LASH SCHOOL LAUNCH

Following the rebrand of Eyelash Emporium, Network were tasked to produce materials for the launch event, held at iconic venue Mrs Riot in London's Covent Garden.

Followers of the false lash brand were invited to attend EE's Lash School, where they were treated to themed cocktails, assisted lash stations, live demos and free samples.

The vibrant style of venue's interior was perfect for brand's new look and worked beautifully with the prints, posters, menus, flyers and certificates produced to dress the event.

The evening was a complete success with a brilliant turnout - including some famous faces! Overall it was an amazing night and we were truly overjoyed to be a part of it.



CHARLIE HUNT

ACCOUNT MANAGER

FEATURES

MOTION GRAPHIC DESIGN

This year we have seen a significant increase in requests for video - ranging from talking heads to training videos, live footage to animation, 6 seconds to 3 minutes or more.

Scrolling has becoming a firm part of daily life for most of us, so it's no surprise that videos are quickly overtaking all other forms of content on social media, with static content simply unable to compete for engagement.

Utilising motion graphics to reduce turnaround time and production costs, we are making short-form video more accessible to our clients, allowing them to utilise it more freely in their social strategies.

Ask to see our showreel to see how we can make video work for you.



EMMA STEEL

SENIOR ACCOUNT DIRECTOR

EOT OPPORTUNITY

In May this year, we converted Network to an employee ownership trust (EOT), an ideal method of ownership transfer for both shareholders and employees in a company of our size.

The concept, apparently, resulted in 2014 from then UK chancellor, George Osborne, visiting a John Lewis department store and being impressed by the attentiveness of the staff. Further enquiries revealed that the corporate structure of the Partnership had a major influence on this.

Plans were drawn up for a similar scheme to be made generally available to all UK businesses and passed in Parliament.

After talking to a friend whose sausage skin business (don't laugh - it's highly profitable) had converted, I realised an EOT would work well for Network, so we put the wheels in motion. With some expert advice from Icon Harrison Solicitors in Leeds and Azets accountants, we navigated our way through the complex process.

Evidently, EOT businesses tend to out-perform their standard limited company rivals but time will tell in our case. Certainly our already conscientious team, being direct beneficiaries, now have even more reason to be committed to the cause.



DOMINIC ADAMS

MANAGING DIRECTOR

CREATIVE TALK



GIVING IDEAS AN EXTRA DIMENSION

When presenting ideas for projects with an integral physical dimension, for example packaging, point of sale, direct mail and events, it can be challenging to fully convey the intended execution in the early stages, to align expectations prior to committing to an often costly production process.

So this year we have developed our 3D skills to create realistic visuals to help bring our designs to life, as shown in the examples on this page and throughout this newsletter.

The effort has already proven valuable as we are able to present physical realities (and sometimes limitations) to our clients, demonstrating why creative decisions have been taken and showing them what the end product could look like. This has been particularly useful when approval is required from additional internal or external stakeholders, where clients are presenting to retailers and need to make an impact.

We have subsequently branched into photo-realistic pack visuals, which can often be created more quickly than an actual photograph. The 3D visual is also free of imperfections and can be more easily manipulated to control light

source, angle, shadow and shine, which can be challenging when photographing irregular pack formats such as pouches and sachets.

Can you spot the 3D visual from the images below? Email me to find out more.



EMMA STEEL

SENIOR ACCOUNT DIRECTOR



NEW FACES

INTRODUCING OUR NEWEST MEMBER OF THE TEAM



In August we welcomed back **Debs** who has rejoined the Network team as an Account Director following a two year stint client side at Thornton & Ross.



PRIZE DRAW



Scan to watch our Best of '24 showreel and answer the question below for your chance to win!

Q. What colour is the '&' on the back of the laptop that appears in the video?

WIN A BETTY'S YORKSHIRE GIFT BAG

Email your answer to chris@networkdm.com



& FINALLY

THE END OF WORLD AND A NEW BEGINNING

Frank Zappa famously warned that the end of the world would result from 'death by nostalgia'. But as Network enters a new phase of ownership (see page 5), 32 years after its foundation, it's difficult not to, at least, look back at various milestones in that time. The key, I suppose, is to not wallow in the past but remember it fondly for the good experiences and lessons learned.

Whilst the technology has changed dramatically over that period, we've always kept abreast of developments and incorporated them, when appropriate, into our creative solutions for our clients. From the days of very slow Macs with 16MB of RAM running Quark XPress and crashing every 20 minutes and losing all unsaved work, to the super fast, stable equipment and software of today, one thing never ages - good ideas. I hope we can legitimately claim we have these in abundance and enhance them with the different delivery methods available to us.

If you were to ask me what I am most proud of about Network over the years, it would be the development we've seen of so many

people. From those who have been with us many years straight from college to those who may have gone on to pastures new, I think we can truly say we've helped create some real experts in their fields.

Frank's other prediction for what would end the world was 'paperwork'. Having gone largely digital these days, I'm not sure whether he meant the term literally or figuratively but I often think digitisation has actually increased 'paperwork' exponentially.

Maybe 'think before you print' disclaimers on email signatures should be replaced with 'think before you hit reply all'!

DOMINIC ADAMS

MANAGING DIRECTOR

